

IN THE CLAIMS

1. (Currently Amended) An apparatus for use in cooperation with operation of an attached companion **product vending** device; said attached companion **product vending** device delivering at least one first product purchased by a user; said user initiating said purchase by conveying payment to said companion device and exercising an actuator; the apparatus comprising:

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- (a) a control means for controlling the apparatus in dispensing at least one ~~indieium~~ **of-value coupon** in response to said exercising; **said at least one coupon being redeemable for value in connection with purchasing at least one second product;**
 - (b) a providing means for effecting said dispensing; said providing means being coupled with said control means and responsive to said control means; and
 - (c) a **direct** link between the apparatus and said ~~companion device~~ **actuator** for effecting said cooperation.

2. (Cancelled)

3. (Currently Amended) An apparatus for use in cooperation with operation of an attached **product vending** companion device as recited in Claim 1 wherein the apparatus further comprises:

- (d) a communication means coupled with said control means for communicating operational information with the apparatus regarding operation of the apparatus; and
- (e) a memory means coupled with said communication means for storing said operational information.

4. (Currently Amended) An apparatus for use in cooperation with operation of an attached companion **product vending** device as recited in Claim 3 wherein said

communication means comprises a telephone connection with a remote controlling station

5. (Currently Amended) An apparatus for use in cooperation with operation of an attached companion **product vending** device as recited in Claim 3 wherein said communication means comprises an access port for providing control access by an operator effecting a connection with the apparatus via said access port.

6. (Currently Amended) An apparatus for use in cooperation with operation of an attached companion **product vending** device as recited in Claim 3 wherein said communication means comprises a satellite communication connection with a remote controlling station.

7. (Currently Amended) An apparatus for use in cooperation with operation of an attached companion device as recited in Claim 1, 3, 4, 5 or 6 wherein said **at least one indicium of value comprises a coupon; said coupon being redeemable for at least one second product** **actuator operates a door of said attached companion product vending device to provide access by said user to a storage cavity containing at least one of said at least one first product.**

8. (Cancelled)

9. (Withdrawn) An apparatus for dispensing marketing materials in cooperation with operation of a companion vending machine; said companion vending machine delivering at least one first product to a user; the apparatus comprising:

(a) a control means for controlling said dispensing;

- (b) a dispensing means for effecting said dispensing; said dispensing means being coupled with said control means; and
- (c) a link with said companion vending machine for effecting said cooperation.

10. (Withdrawn) An apparatus for dispensing marketing materials in cooperation with operation of a companion vending machine as recited in Claim 9 wherein the apparatus further comprises:

- (d) a communication means coupled with the apparatus for communicating operational information with the apparatus regarding operation of the apparatus; and
- (e) a memory means coupled with said communication means for storing said operational information.

11. (Withdrawn) An apparatus for dispensing marketing materials in cooperation with operation of a companion device for delivering entertainment; said companion device delivering at least one first product to an audience; the apparatus comprising:

- (a) a control means for controlling said dispensing;
- (b) a dispensing means for effecting said dispensing; said dispensing means being coupled with said control means; and
- (c) a link with said companion device for effecting said cooperation.

12. (Withdrawn) An apparatus for dispensing marketing materials in cooperation with operation of a companion vending machine as recited in Claim 11 wherein the apparatus further comprises:

- (d) a communication means coupled with the apparatus for communicating operational information with the apparatus regarding operation of the apparatus; and

(e) a memory means coupled with said communication means for storing said operational information.

13. (Withdrawn) An apparatus for providing items of value in cooperation with operation of a companion device as recited in Claims 10 or 12 wherein said communication means comprises a telephone connection with a remote controlling station

Ge 14. (Withdrawn) An apparatus for providing items of value in cooperation with operation of a companion device as recited in Claims 10 or 12 wherein said communication means comprises an input access port for providing control access by an operator.

15. (Withdrawn) An apparatus for providing items of value in cooperation with operation of a companion device as recited in Claims 10 or 12 wherein said communication means comprises a satellite communication connection with a remote controlling station.

16. (Withdrawn) An apparatus for providing items of value in cooperation with operation of a companion device as recited in Claims 10 or 12 wherein said communication means comprises a cable communication connection with a remote controlling station.

17. (Withdrawn) An apparatus for providing items of value in cooperation with operation of a companion device as recited in Claim 16 wherein said cable communication connection is communicatively coupled with said companion device.

18. (Currently Amended) A method for operating an apparatus in cooperation with operation of an attached companion product vending device; said attached companion product vending device delivering at least one first product purchased by a user; said user initiating said purchase by conveying payment to said companion device and exercising an actuator; the method comprising the steps of:

(a) In no particular order:

- (1) providing a control means coupled with said apparatus;
- (2) providing a dispensing means coupled with said control means; and
- (3) providing a direct link between said apparatus and said ~~companion device~~ actuator;

(b) exercising said actuator ~~operating said link~~ to effect said cooperation; and

(c) operating said control means to operate said dispensing means to dispense at least one ~~inducement of value~~ coupon in response to said exercising; said at least one coupon being redeemable for value in connection with purchasing at least one second product.

19. (Currently Amended) A method for operating an apparatus in cooperation with operation of an attached companion product vending device as recited in Claim 18 wherein the method comprises the further step of:

(d) in no particular order:

- (1) providing a communication means coupled with the apparatus; and
- (2) providing a memory means coupled with said communication means;

(e) operating said communication means to communicate operational information with the apparatus regarding operation of the apparatus; and

(f) ~~operate~~ operating said memory means to store said operational information.

20. (Currently Amended) A method for operating an apparatus in cooperation with operation of an attached companion product vending device as recited in Claim 19 wherein the method comprises the further step of:

(g) communicating at least one directive with the apparatus from a locus remote from the apparatus; said directive effecting a change regarding said at least one ~~indiciu~~**m of value coupon**.

21. (Currently Amended) An apparatus for use in cooperation with operation of a companion **product vending** device; said companion **product vending** device and the apparatus being assembled in a unitary configuration; said companion **product vending** device delivering at least one first product purchased by a user; said user initiating said purchase by conveying payment to said companion device and exercising an actuator; the apparatus comprising:

- (a) a control means for controlling the apparatus in dispensing at least one ~~indiciu~~**m of value coupon** in response to said exercising; **said coupon being redeemable for value in connection with purchasing at least one second product;**
- (b) a providing means coupled with said control means for effecting said dispensing; and
- (c) a **direct** link between the apparatus and said ~~companion device~~ **actuator** for effecting said cooperation.

22. (Currently Amended) An apparatus for use in cooperation with operation of a companion **product vending** device as recited in Claim 21 wherein the apparatus further comprises:

- (d) a communication means coupled with said control means for communicating operational information with the apparatus from outside the apparatus regarding operation of the apparatus; and
- (e) a memory means coupled with said communication means for storing said operational information.

23. (Currently Amended) An apparatus for use in cooperation with operation of a companion **product vending** device as recited in Claim 22 wherein said communication means comprises a telephone connection with a remote controlling station

24. (Currently Amended) An apparatus for use in cooperation with operation of a companion **product vending** device as recited in Claim 22 wherein said communication means comprises an access port for providing control access by an operator effecting a connection with the apparatus via said access port.

25. (Currently Amended) An apparatus for use in cooperation with operation of a companion **product vending** device as recited in Claim 22 wherein said communication means comprises a satellite communication connection with a remote controlling station.

26. (Currently Amended) An apparatus for use in cooperation with operation of an attached companion device as recited in Claim 21, 22, 23, 24 or 25 wherein said ~~at least one indicium of value comprises a coupon; said coupon being redeemable for at least one second product~~ **actuator operates a door of said attached companion device to provide access by said user to a storage cavity containing at least one of said at least one first product.**

27. (Cancelled)

28. (Currently Amended) An apparatus for use in cooperation with a ~~newspaper~~ vending device; said ~~newspaper~~ vending device having an interior storage cavity for storing a plurality of ~~newspaper~~ **units of a product** and a door; said door being enabled for moving from a closed position to an open position by a user conveying payment to said

newspaper vending device; said cavity being accessible by said user when said door is in said open position; the apparatus comprising:

- (a) a control unit for controlling the apparatus in dispensing at least one **indicium of value coupon** in response to said door moving from said closed position to said open position; said at least one coupon being redeemable for at least one product;
- (b) a providing means for effecting said dispensing; said providing means being coupled with said control means and responsive to said control means; and
- (c) a direct link between the apparatus and said **newspaper vending device door** for effecting said cooperation.

29. (Currently Amended) An apparatus for use in cooperation with a **newspaper** vending device as recited in Claim 28 wherein the apparatus further comprises:

- (d) a communication means coupled with said control means for communicating operational information with the apparatus regarding operation of the apparatus; and
- (e) a memory means coupled with said communication means for storing said operational information.

30. (Currently Amended) An apparatus for use in cooperation with a **newspaper** vending device as recited in as recited in Claim 29 wherein said communication means comprises a telephone connection with a remote controlling station

31. (Currently Amended) An apparatus for use in cooperation with a **newspaper** vending device as recited in as recited in Claim 29 wherein said communication means comprises an access port for providing control access by an operator effecting a connection with the apparatus via said access port.

32. (Currently Amended) An apparatus for use in cooperation with a ~~newspaper~~ vending device as recited in as recited in Claim 29 wherein said communication means comprises a satellite communication connection with a remote controlling station.

33. (Cancelled)

 34. (Cancelled)

35. (Currently Amended) An apparatus for use in cooperation with a ~~newspaper~~ vending device as recited in Claim 29 wherein said link is a mechanical link connecting said door with the apparatus.

36. (Currently Amended) An apparatus for use in cooperation with a ~~newspaper~~ vending device as recited in Claim 29 wherein said link is an electronic link connecting said door with the apparatus.
